

American Media & Advocacy Group Congress Leadership Fund/ Issue
 815 Slaters Lane Submission Number 271 Issue 1
 Alexandria VA 22314



WNCN-TV
 1205 Front St.
 Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Original

Client:	Congress Leadership Fund/ Issue	Submission Cost:	14295	Campaign Ref:	E:063678520
Buyer:	..	Client/Product/Estimate:	251 /454 /3348	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/22/12 to 11/11/12	Weeks:	3	Order Ref:	06367852
Est./PO Number:	06367852	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Congress Leader Fund	Booking Group:	WNCN	Key Market:	Raleigh-Durham, NC
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	10/22	10/29	11/05	Total	Cost
1	M-Su 11p News ...F..	03	615	30 Comme	Nbr of Spots		1		1	615
2	M-F 6p News ...F..	03	400	30 Comme	Nbr of Spots		1		1	400
3	M-F 7p News ...F..	02	575	30 Comme	Nbr of Spots	1			1	575
4	M-F 6p News M.....	03	400	30 Comme	Nbr of Spots			1	1	400
5	M-F 7p News M.....	02	575	30 Comme	Nbr of Spots		1	1	2	1150
6	M-F 9a Today Show II M.....	03	250	30 Comme	Nbr of Spots		1		1	250
7	M-Su 11p NewsS.	03	615	30 Comme	Nbr of Spots	1			1	615
8	Sat 6p NewsS.	03	200	30 Comme	Nbr of Spots	1			1	200
9	Sat 7a Today Show	02	250	30 Comme	Nbr of Spots		1	2	1	250
Weekly Totals: Total Spots(Ord Spots)						5	14	2	21	

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10	Sun 6p NewsS	02	350	30 Comme	1			1	350
11	M-Su 11p News ...T...	03	615	30 Comme		1		1	615
12	M-F 7p News ...T...	02	575	30 Comme		1		1	575
13	M-Su 11p News .T.....	03	615	30 Comme		1		1	615
14	M-Su 11p News ..W....	03	615	30 Comme		1		1	615
15	M-F 6p News ..W....	03	400	30 Comme		1		1	400
16	Sat Notre Dame FootballS.	02	575	30 Comme		2		2	1150
17	Sat 9p ET / 8p CT Chicago FireS.	04	720	30 Comme		1		1	720
18	Sun 7p ET / 6p CT Football Night In America MTWTFSS Isolations: W/C 10/22S, W/C 10/29S	03	2400	30 Comme	1	1		2	4800
Weekly Totals: Total Spots(Ord Spots)					5	14	2	21	

Grand Totals

		Month 10 Weeks: 4		Month 11 Weeks: 4	
		10/22	10/29	11/05	
Spots	Totals	21	5	14	2
Cost		14295	4140	9180	975

Grand Totals:

Spots:	21
Gross Total:	14,295.00
Commission:	2,144.25
Net Total:	12,150.75

REP HEADLINE# 6367852
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM STATION OCT10/12 16.29
*** WNCN-TV ***

ADV # ADV. NAME ISS/CONG. LEADERSHIP FUND REP. # OFF. # SALESMAN #
AGY # AGY. NAME AMERICAN MEDIA & ADVOCACY GROUP BUYER NAME AMAG MEDIAASSISTANT

815 SLATERS LANE SALES PRSN WA- MICK NESCI (H)
ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6367852 CLASS: NATL. LOCAL REGIONAL

PRDCT CONGRESS LEADER FUND EST#3348 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT26/12 NOV6/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT10/12 16.29

REP: NEW ORDER
TTL 14295 @ 21X
PLS CFM
THANKS, MIKE FOR MICK

STA: PLS SEE M1 FOR NEW OFFER
PLS ADVISE
THX, CHERYL 10/10

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

CONGRESSIONAL LEADERSHIP FUND
STATION MAKEGOOD OFFERS:

M1 UNRESL BUY#8 MISSED: SAT/1200N-600P OCT27 NOV3 30S \$575.00 (OCT10/12)
OFFER: SAT/330P-700P NOV3 (2/WK) 30S \$575.00 PLS ADVISE.
CMT: NO NOTRE DAME FOOTBALL 10/27 - MG BOOKED NOTRE DAME FOOTBALL 11/3
CMT: TIME PERIOD IS 3:30-7PM - PLS REVISE

CONTRACT TOTAL 14295.00
TOTAL SPOTS 21

REP HEADLINE# 6367852
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP

OCT9/12 17.13
*** WNCN-TV ***

ADV # ADV. NAME ISS/CONG. LEADERSHIP FUND
AGY # AGY. NAME AMERICAN MEDIA & ADVOCACY GROUP

815 SLATERS LANE

ALEXANDRIA, VA 22314

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CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
CONGRESSIONAL LEADERSHIP FUND

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			1100P-1135P	30		\$615.00	11/2	11/2	1		FRI	1
AGENCY ADVERTISER CODE = 251												
AGENCY PRODUCT CODE = 454												
AGENCY EST# = 3348												
PROGRAM : NBC-17 NWS-11<												
RA35+ : 1.6												
CON COM1 : NBC-17 NWS-11<												
2			600P-630P	30		\$400.00	11/2	11/2	1		FRI	1
PROGRAM : NBC-17 NEWS-6												
RA35+ : 1.0												
CON COM1 : NBC-17 NEWS-6												

MM
10/9

REP HEADLINE# 6367852
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT9/12 17.13
*** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			700P-730P	30		\$575.00	10/26	10/26	1		FRI	1
			PROGRAM : NBC-17 NEWS-7									
			RA35+ : 1.2									
			CON COM1 : NBC-17 NEWS-7									
4			600P-630P	30		\$400.00	11/5	11/5	1		MON	1
			PROGRAM : NBC-17 NEWS-6									
			RA35+ : 1.0									
			CON COM1 : NBC-17 NEWS-6									
5			700P-730P	30		\$575.00	10/29	11/5	1		MON	2
			PROGRAM : NBC-17 NEWS-7									
			RA35+ : 1.2									
			CON COM1 : NBC-17 NEWS-7									
6			900A-1000A	30		\$250.00	10/29	10/29	1		MON	1
			PROGRAM : TODAY SHW2-NBC									
			RA35+ : 1.0									
			CON COM1 : TODAY SHW2-NBC									
7			1100P-1135P	30		\$615.00	10/27	10/27	1		SAT	1
			PROGRAM : NBC-17 NWS-11<									
			RA35+ : 1.9									
			CON COM1 : NBC-17 NWS-11<									
8			1200N-600P 3:30-7P	30		\$575.00	10/27	11/3 (2x)	1		SAT	2
			PROGRAM : NCAAF: NOTRE DAME									
			RA35+ : 2.0									
			CON COM1 : NCAAF: NOTRE DAME									
9			600P-630P	30		\$200.00	10/27	10/27	1		SAT	1
			PROGRAM : NBC-17 NEWS-7									
			RA35+ : 3.6									
			CON COM1 : NBC-17 NEWS-7									
10			700A-900A	30		\$250.00	11/3	11/3	1		SAT	1
			PROGRAM : SATURDAY TODAY									
			RA35+ : 1.7									
			CON COM1 : SATURDAY TODAY									

(14)

REP HEADLINE# 6367852
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 OCT9/12 17.13
 *** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			900P-1000P PROGRAM : DRAMA ENCORES RA35+ : 1.2 CON COM1 : DRAMA ENCORES	30		\$720.00	11/3	11/3	1		SAT	1
12			600P-630P PROGRAM : NBC-17 NEWS-6 RA35+ : 2.2 CON COM1 : NBC-17 NEWS-6	30		\$350.00	10/28	10/28	1		SUN	1
13			700P-800P PROGRAM : FTBL NIGHT USA RA35+ : 3.3 CON COM1 : FTBL NIGHT USA	30		\$2,400.00	10/28	11/4	1		SUN	2
14			1100P-1135P PROGRAM : NBC-17 NWS-11< RA35+ : 1.6 CON COM1 : NBC-17 NWS-11<	30		\$615.00	11/1	11/1	1		THU	1
15			700P-730P PROGRAM : NBC-17 NEWS-7 RA35+ : 1.2 CON COM1 : NBC-17 NEWS-7	30		\$575.00	11/1	11/1	1		THU	1
16			1100P-1135P PROGRAM : NBC-17 NWS-11< RA35+ : 1.6 CON COM1 : NBC-17 NWS-11<	30		\$615.00	10/30	10/30	1		TUE	1
17			1100P-1135P PROGRAM : NBC-17 NWS-11< RA35+ : 1.6 CON COM1 : NBC-17 NWS-11<	30		\$615.00	10/31	10/31	1		WED	1
18			600P-630P PROGRAM : NBC-17 NEWS-6 RA35+ : 1.0 CON COM1 : NBC-17 NEWS-6	30		\$400.00	10/31	10/31	1		WED	1

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
OCT/12			\$4,715.00			NOV/12					\$9,580.00	

CONTRACT TOTAL 14295.00
 TOTAL SPOTS 21

MARKET TOTALS \$178,687 WNCN 8% WRAL 46% WTVB 38% WRAX 8% WRDC 0% WLFL 0% CABL 0%
 ESTIMATED SHARES
 SVC- NSI BOOKS- NOV/11
 DEMOS- RA35+*

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Jon Ferrell
do hereby request station time concerning the following issue:

Congressional Leadership Fund

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule	See Schedule	See Schedule	See Schedule	See Schedule	See Schedule

Total Charges:

This broadcast time will be used by: Congressional Leadership Committee

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ **Yes**
☐ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Congressional Leadership Committee

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

Date *Jonathan W. Fenell* 703-683-4877
Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title